



WFLA
200 S. Parker Street
Tampa, FL 33606
(813) 221-5771

CONTRACT

<u>Contract / Revision</u> 936219 /		<u>Alt Order #</u> 25308608
<u>Product</u> 4YOUN		
<u>Contract Dates</u> 10/25/16 - 10/31/16		<u>Estimate #</u> 3773
<u>Advertiser</u> POL/Dana Young for Senate		<u>Original Date / Revision</u> 09/20/16 / 10/18/16
<u>Billing Cycle</u> EOM/EOC	<u>Billing Calendar</u> Broadcast	<u>Cash/Trade</u> Cash
<u>Property</u> WFLA	<u>Account Executive</u> Katz Washington	<u>Sales Office</u> Katz/Washingto
<u>Special Handling</u>		
<u>Demographic</u> Adults 35+		
<u>Agency Code</u> 9912736	<u>Advertiser Code</u> 108	<u>Product 1/2</u> 121
<u>Agency Ref</u> IN2570/SP271/TO1326		<u>Advertiser Ref</u>

And:

Mentzer Media Services
125 West 55th Street
New York, NY 10019
USA

*Line	Ch	Start Date	End Date	Description	Start/End Time	Days	Length	Spots/Week	Rate	Rtn	Type	Spots	Amount
D 1	WFLA	10/25/16	10/25/16	Local News @ 6a	558-7a		:30				NM	0	\$0.00
D 2	WFLA	10/26/16	10/26/16	Local News @ 6a	558-7a		:30				NM	0	\$0.00
D 3	WFLA	10/27/16	10/27/16	Local News @ 6a	558-7a		:30				NM	0	\$0.00
N 4	WFLA	10/31/16	10/31/16	Local News @ 6a	558-7a		:30				NM	2	\$800.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>			<u>Spots/Week</u>	<u>Rate</u>					
Week:		10/31/16	11/06/16	M-----			2	\$400.00					
D 5	WFLA	10/25/16	10/25/16	Today Show	657-9a		:30				NM	0	\$0.00
D 6	WFLA	10/26/16	10/26/16	Today Show	657-9a		:30				NM	0	\$0.00
D 7	WFLA	10/27/16	10/27/16	Today Show	657-9a		:30				NM	0	\$0.00
D 8	WFLA	10/28/16	10/28/16	Today Show	657-9a		:30				NM	0	\$0.00
N 9	WFLA	10/31/16	10/31/16	Today Show	657-9a		:30				NM	2	\$1,100.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>			<u>Spots/Week</u>	<u>Rate</u>					
Week:		10/31/16	11/06/16	M-----			2	\$550.00					
N 10	WFLA	10/29/16	10/29/16	Local Sa 7a News	7-8a		:30				NM	1	\$40.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>			<u>Spots/Week</u>	<u>Rate</u>					
Week:		10/24/16	10/30/16	-----S-			1	\$40.00					
D 11	WFLA	10/25/16	10/25/16	M-F 4-5p	4-5p		:30				NM	0	\$0.00
D 12	WFLA	10/26/16	10/26/16	M-F 4-5p	4-5p		:30				NM	0	\$0.00
D 13	WFLA	10/27/16	10/27/16	M-F 4-5p	4-5p		:30				NM	0	\$0.00
D 14	WFLA	10/28/16	10/28/16	M-F 4-5p	4-5p		:30				NM	0	\$0.00
N 15	WFLA	10/31/16	10/31/16	M-F 4-5p	4-5p		:30				NM	2	\$300.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>			<u>Spots/Week</u>	<u>Rate</u>					
Week:		10/31/16	11/06/16	M-----			2	\$150.00					
D 16	WFLA	10/25/16	10/25/16	M-F 2-3p	2-3p		:30				NM	0	\$0.00
D 17	WFLA	10/26/16	10/26/16	M-F 2-3p	2-3p		:30				NM	0	\$0.00
D 18	WFLA	10/27/16	10/27/16	M-F 2-3p	2-3p		:30				NM	0	\$0.00
D 19	WFLA	10/28/16	10/28/16	M-F 2-3p	2-3p		:30				NM	0	\$0.00
N 20	WFLA	10/31/16	10/31/16	M-F 2-3p	2-3p		:30				NM	1	\$70.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>			<u>Spots/Week</u>	<u>Rate</u>					

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		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>				<u>Spots/Week</u>	<u>Rate</u>				
Week:		10/31/16	11/06/16	M-----				1	\$70.00				
D 21	WFLA	10/25/16	10/25/16	M-F 3-4p	3-4p		:30				NM	0	\$0.00
D 22	WFLA	10/26/16	10/26/16	M-F 3-4p	3-4p		:30				NM	0	\$0.00
D 23	WFLA	10/27/16	10/27/16	M-F 3-4p	3-4p		:30				NM	0	\$0.00
D 24	WFLA	10/28/16	10/28/16	M-F 3-4p	3-4p		:30				NM	0	\$0.00
N 25	WFLA	10/31/16	10/31/16	M-F 3-4p	3-4p		:30				NM	1	\$200.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>				<u>Spots/Week</u>	<u>Rate</u>				
Week:		10/31/16	11/06/16	M-----				1	\$200.00				
D 26	WFLA	10/25/16	10/25/16	M-F 5-530p	5-530p		:30				NM	0	\$0.00
D 27	WFLA	10/26/16	10/26/16	M-F 5-530p	5-530p		:30				NM	0	\$0.00
D 28	WFLA	10/27/16	10/27/16	M-F 5-530p	5-530p		:30				NM	0	\$0.00
N 29	WFLA	10/28/16	10/28/16	M-F 5-530p	5-530p		:30				NM	1	\$250.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>				<u>Spots/Week</u>	<u>Rate</u>				
Week:		10/24/16	10/30/16	----F--				1	\$250.00				
N 30	WFLA	10/31/16	10/31/16	M-F 5-530p	5-530p		:30				NM	1	\$250.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>				<u>Spots/Week</u>	<u>Rate</u>				
Week:		10/31/16	11/06/16	M-----				1	\$250.00				
D 31	WFLA	10/25/16	10/25/16	Local 6p News	6-630p		:30				NM	0	\$0.00
D 32	WFLA	10/26/16	10/26/16	Local 6p News	6-630p		:30				NM	0	\$0.00
D 33	WFLA	10/27/16	10/27/16	Local 6p News	6-630p		:30				NM	0	\$0.00
N 34	WFLA	10/28/16	10/28/16	Local 6p News	6-630p		:30				NM	1	\$500.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>				<u>Spots/Week</u>	<u>Rate</u>				
Week:		10/24/16	10/30/16	----F--				1	\$500.00				
N 35	WFLA	10/31/16	10/31/16	Local 6p News	6-630p		:30				NM	1	\$500.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>				<u>Spots/Week</u>	<u>Rate</u>				
Week:		10/31/16	11/06/16	M-----				1	\$500.00				
D 36	WFLA	10/25/16	10/25/16	Local 7p News	7-730p		:30				NM	0	\$0.00
D 37	WFLA	10/26/16	10/26/16	Local 7p News	7-730p		:30				NM	0	\$0.00
D 38	WFLA	10/27/16	10/27/16	Local 7p News	7-730p		:30				NM	0	\$0.00
N 39	WFLA	10/28/16	10/28/16	Local 7p News	7-730p		:30				NM	1	\$300.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>				<u>Spots/Week</u>	<u>Rate</u>				
Week:		10/24/16	10/30/16	----F--				1	\$300.00				
N 40	WFLA	10/31/16	10/31/16	Local 7p News	7-730p		:30				NM	1	\$300.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>				<u>Spots/Week</u>	<u>Rate</u>				
Week:		10/31/16	11/06/16	M-----				1	\$300.00				
N 41	WFLA	10/30/16	10/30/16	Su 6p News	6-630p		:30				NM	1	\$275.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>				<u>Spots/Week</u>	<u>Rate</u>				
Week:		10/24/16	10/30/16	-----S				1	\$275.00				
D 42	WFLA	10/25/16	10/25/16	M-F 730-8p	730-8p		:30				NM	0	\$0.00
D 43	WFLA	10/26/16	10/26/16	M-F 730-8p	730-8p		:30				NM	0	\$0.00
D 44	WFLA	10/27/16	10/27/16	M-F 730-8p	730-8p		:30				NM	0	\$0.00
N 45	WFLA	10/28/16	10/28/16	M-F 730-8p	730-8p		:30				NM	1	\$300.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>				<u>Spots/Week</u>	<u>Rate</u>				
Week:		10/24/16	10/30/16	----F--				1	\$300.00				
N 46	WFLA	10/31/16	10/31/16	M-F 730-8p	730-8p		:30				NM	1	\$300.00

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Week:		10/31/16	11/06/16	M-----				1	\$300.00				
D 47	WFLA	10/25/16	10/25/16	Late News M-Su	M-Su		:30				NM	0	\$0.00
D 48	WFLA	10/26/16	10/26/16	Late News M-Su	M-Su		:30				NM	0	\$0.00
D 49	WFLA	10/27/16	10/27/16	Late News M-Su	M-Su		:30				NM	0	\$0.00
N 50	WFLA	10/28/16	10/28/16	Late News M-Su	M-Su		:30				NM	1	\$800.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>				<u>Spots/Week</u>	<u>Rate</u>				
Week:		10/24/16	10/30/16	----F--				1	\$800.00				
N 51	WFLA	10/31/16	10/31/16	Late News M-Su	M-Su		:30				NM	1	\$800.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>				<u>Spots/Week</u>	<u>Rate</u>				
Week:		10/31/16	11/06/16	M-----				1	\$800.00				
N 52	WFLA	10/29/16	10/29/16	Notre Dame Football	Various		:30				NM	2	\$2,000.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>				<u>Spots/Week</u>	<u>Rate</u>				
Week:		10/24/16	10/30/16	-----S-				2	\$1,000.00				
N 53	WFLA	10/28/16	10/28/16	Fri 8p Caught on Camera	8-9p		:30				NM	1	\$1,000.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>				<u>Spots/Week</u>	<u>Rate</u>				
Week:		10/24/16	10/30/16	----F--				1	\$1,000.00				
N 54	WFLA	10/29/16	10/29/16	Sat 8-10p Dateline	8-10p		:30				NM	2	\$2,000.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>				<u>Spots/Week</u>	<u>Rate</u>				
Week:		10/24/16	10/30/16	-----S-				2	\$1,000.00				
D 55	WFLA	10/27/16	10/27/16	Thur 9p Chicago Med	9-10p		:30				NM	0	\$0.00
N 56	WFLA	10/30/16	10/30/16	Football Night in America	Football Night in Ar		:30				NM	1	\$2,500.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>				<u>Spots/Week</u>	<u>Rate</u>				
Week:		10/24/16	10/30/16	-----S				1	\$2,500.00				
D 57	WFLA	10/25/16	10/25/16	Tue 8p The Voice	8-9p		:30				NM	0	\$0.00
D 58	WFLA	10/26/16	10/26/16	Wed 9p L&O SVU	9-10p		:30				NM	0	\$0.00
N 59	WFLA	10/31/16	10/31/16	Mon 8-10p The Voice	8-10p		:30				NM	1	\$4,000.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>				<u>Spots/Week</u>	<u>Rate</u>				
Week:		10/31/16	11/06/16	M-----				1	\$4,000.00				
D 60	WFLA	10/26/16	10/26/16	Wed 10p Chicago PD	10-1059p		:30				NM	0	\$0.00
D 61	WFLA	10/26/16	10/26/16	Wed 8p Blindspot	8-9p		:30				NM	0	\$0.00
N 62	WFLA	10/25/16	10/30/16	Today Show Sa	657-10a		:30				NM	1	\$250.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>				<u>Spots/Week</u>	<u>Rate</u>				
Week:		10/24/16	10/30/16	-----S-				1	\$250.00				
N 63	WFLA	10/25/16	10/30/16	Today Show Su	8-9a		:30				NM	1	\$300.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>				<u>Spots/Week</u>	<u>Rate</u>				
Week:		10/24/16	10/30/16	-----S				1	\$300.00				
N 64	WFLA	10/31/16	10/31/16	Today Show 2	9-10a		:30				NM	1	\$250.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>				<u>Spots/Week</u>	<u>Rate</u>				
Week:		10/31/16	11/06/16	M-----				1	\$250.00				
N 65	WFLA	10/28/16	10/31/16	M-F 530-6p	530-6p		:30				NM	2	\$600.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>				<u>Spots/Week</u>	<u>Rate</u>				
Week:		10/24/16	10/30/16	----1--				1	\$300.00				
Week:		10/31/16	11/06/16	1-----				1	\$300.00				
N 66	WFLA	10/31/16	10/31/16	Mon 10p Timeless	10-1059p		:30				NM	1	\$2,500.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>				<u>Spots/Week</u>	<u>Rate</u>				
Week:		10/31/16	11/06/16	1-----				1	\$2,500.00				
N 67	WFLA	10/28/16	10/31/16	Tonight Show	Tonight Show		:30				NM	4	\$1,600.00

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936219 /	25308608

<u>Contract Dates</u>	<u>Product</u>	<u>Estimate #</u>
10/25/16 - 10/31/16	4YOUN	3773

<u>Advertiser</u>	<u>Original Date / Revision</u>
POL/Dana Young for Sen	09/20/16 / 10/18/16

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Week:		10/24/16	10/30/16	----2--				2	\$400.00				
Week:		10/31/16	11/06/16	2-----				2	\$400.00				
Totals								0.00				37	\$24,085.00

Time Period	# of Spots	Gross Amount	Agency Comm.	Net Amount
09/26/16 - 10/30/16	18	\$11,615.00	(\$1,742.25)	\$9,872.75
10/31/16 - 10/31/16	19	\$12,470.00	(\$1,870.50)	\$10,599.50
Totals	37	\$24,085.00	(\$3,612.75)	\$20,472.25

Signature: _____ **Date:** _____

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